

NEWS RELEASE

Bayer HealthCare and USAID Partner to Make Microgynon® Fe Oral Contraceptive Available and Affordable in Malawi

- Launch of innovative public-private partnership between Bayer HealthCare and the United States Agency for International Development (USAID)
 - Access to Microgynon® Fe at affordable prices for women
 - Roll-out planned in eleven Sub-Saharan countries by 2014
-

Lilongwe, Malawi, September 10, 2013 – Microgynon® Fe is now available in pharmacies at a significantly lower price as a result of an innovative public-private partnership between Bayer HealthCare and the United States Agency for International Development (USAID). The Microgynon® brand is the world's most widely used oral contraceptive. The new price enables couples to access a quality, affordable family planning product.

The partnership is designed to make more affordable family planning choices available to women through the private sector and address the growing gap between the demand for contraceptives and the ability of governments and donors to provide sufficient commodities to meet this demand. Family planning allows couples to plan their families as they desire, reduces the risks from unwanted and/or high-risk pregnancies, and improves the health of mothers and their children by allowing time between pregnancies.

After the introduction of Microgynon® Fe in Ethiopia, Uganda, Tanzania, Rwanda, Ghana, Kenya and Malawi, the Bayer-USAID partnership will expand the initiative to several more Sub-Saharan countries by 2014. USAID's representative in Malawi, Ms. Lilly Banda, emphasized the importance of public-private partnerships in helping governments meet their Millennium Development Goals. "We are pleased that this important initiative between USAID and Bayer HealthCare is being extended to Malawi. The private sector has an important role to play in contributing to sustainable development, and in this case, by ensuring that Malawian women have access to a sustainable supply of quality, affordable oral contraceptives."

"Combined oral contraceptives are 99% effective when used consistently and correctly. It also provides women with a reversible method that is easy to discontinue and has a rapid return to fertility. Microgynon® Fe is being used by millions of women around the world and is well known and trusted by medical professionals", said Dr. Grace Chiudzu, Chief Obstetrician and Gynaecologist, Kamuzu Central Hospital. Women interested in finding out more information about Microgynon® Fe should talk with their nearest private healthcare provider.

Microgynon® Fe is manufactured in Germany by Bayer HealthCare and imported to Malawi by Unichem (2005) Company, Ltd.

About Bayer HealthCare

The Bayer Group is a global enterprise with core competencies in the fields of health care, agriculture and high-tech materials. Bayer HealthCare, a subgroup of Bayer AG with annual sales of EUR 18.6 billion (2012), is one of the world's leading, innovative companies in the healthcare and medical products industry and is based in Leverkusen, Germany. The company combines the global activities of the Animal Health, Consumer Care, Medical Care and Pharmaceuticals divisions. Bayer HealthCare's aim is to discover, develop, manufacture and market products that will improve human and animal health worldwide. Bayer HealthCare has a global workforce of 55,300 employees (Dec 31, 2012) and is represented in more than 100 countries. More information at www.healthcare.bayer.com.

About USAID

The American people, through the U.S. Agency for International Development, have provided economic and humanitarian assistance in Malawi and worldwide for 50 years. In September of 2009, the Global Health Bureau's Office of Population and Reproductive Health signed a five-year collaboration agreement between USAID and Bayer HealthCare. The Contraceptive Security Initiative is an innovative public-private partnership that seeks to address the ever increasing need for affordable contraceptives. For more information about USAID's programs, please visit www.usaid.gov.

Contact:

Oris Chimenya
Development Outreach and
Communications Specialist
USAID - Malawi
Mobile: +265 888 2626 75
Email: ochimenya@usaid.gov

Ryan Cherlin
Strategic Communications Officer
USAID, Washington D.C. – USA
Bureau for Legislative and Public Affairs
Phone: +1 202 712 0845
Email: rcherlin@usaid.gov

Abdul Majid Panjwani
Managing Director
Unichem (2005) Company, Ltd. - Malawi
Mobile: +265 999 911 424, +265 212 958 007
Email: majidpanjwani@yahoo.com

Ulrike Schroeder
Corporate Communications
Bayer Pharma AG, Berlin – Germany
Phone: +49 30 468 192206
Email: ulrike.schroeder@bayer.com

Forward-Looking Statements

This release may contain forward-looking statements based on current assumptions and forecasts made by Bayer Group or subgroup management. Various known and unknown risks, uncertainties and other factors could lead to material differences between the actual future results, financial situation, development or performance of the company and the estimates given here. These factors include those discussed in Bayer's public reports which are available on the Bayer website at www.bayer.com. The company assumes no liability whatsoever to update these forward-looking statements or to conform them to future events or developments.